

1 **ABSTRACT OF THE DISCLOSURE UNDER 37 C.F.R. §1.72(b)**
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3 An advertisement method and apparatus. A user is presented with a menu
4 of advertisements and/or advertisement types for selection. Upon selection of the
5 desired advertisement and/or advertisement type, advertisements are downloaded
6 to the user's set-top box storage for merging with entertainment content for
7 presentation to the user.
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